

**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
**Letter to Commission No. 302-2004**



**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** December 6, 2004

**From:** Jorge M. Gonzalez  
City Manager

A handwritten signature in dark ink, appearing to read "Jorge".

**Subject:** **MULTI-SPACE PAY STATIONS - UPDATE**

As you may recall, the Mayor and Commission approved an appropriation of \$2.4 Million for the purchase and installation of 250 multi-space pay stations from "Bytewise" Solutions, the local authorized distributor for "Parkeon" (formerly known as SchlumbergerSema) for equipment and services at the January 14, 2004, Commission Meeting. The Parking Department has initiated various installations of this technology throughout the City. All pay stations currently in place accept coins, bills, credit cards, and the Miami Beach Parking Smart Card. As a reminder, the smart card "refund" feature is not logistically possible in a "pay and display" application; however, residents and smart card vendors continue to reap the benefit of the ten percent (10%) discount offered by the City.

The following locations are all operational with pay stations:

- Ocean Drive between 5<sup>th</sup> and 10<sup>th</sup> Street - As each phase of the Ocean Drive Sidewalk Expansion Project is completed these areas will also be outfitted with pay stations.
- Municipal Parking Lot 5M, located at 777-17<sup>th</sup> Street is operational with pay station(s).
- Municipal Parking Lot 9B, located at 72<sup>nd</sup> Street and Collins Avenue has been completed and is operational with pay stations
- Byron/Carlyle Lot, located on 71<sup>st</sup> Street and Byron Avenue has been completed and is operational with pay stations.
- 100 block of 17<sup>th</sup> Street is operational with pay stations.

The Parking Department worked closely with the Lincoln Road Marketing Association in order to ensure a smooth transition from single space meters to pay stations in the Lincoln Road corridor. The following locations will convert from single space meters to pay stations, one facility at a time moving westward along Lincoln Lane North and looping back eastward along Lincoln Lane South. The conversion will commence with Municipal Parking Lot 10C, located on Lincoln Lane North between Meridian Avenue and Jefferson Avenue on December 8, 2004, and will continue as indicated below:

- Municipal Parking Lot 10C, located on Lincoln Lane North between Meridian Avenue and Jefferson Avenue (12/8/04).
- Municipal Parking Lot 10X, located on Lincoln Lane North between Michigan Avenue and Lenox Avenue.

- Municipal Parking Lot 10A, located on Lincoln Lane North between Lenox Avenue and Alton Road.
- Municipal Parking Lot 10H, located on Lincoln Lane South between Lenox Avenue and Alton Road will be completed once the renovation to the Colony Theater is complete.
- Municipal Parking Lot 10G, located on Lincoln Lane South between Michigan Avenue and Lenox Avenue.
- Municipal Parking Lot 10D, located on Lincoln Lane South between Jefferson Avenue and Michigan Avenue.
- Municipal Parking Lot 10E, located on Lincoln Lane South between Jefferson Avenue and Meridian Avenue.
- Municipal Parking Lot 10F, located on Lincoln Lane South between Meridian Avenue and Euclid Avenue.
- 1600 blocks of Lenox, Michigan, Jefferson, Meridian, Euclid, Pennsylvania, and Drexel Avenues.

A significant public outreach effort will be implemented as part of the educational process necessary when introducing new technologies. The Parking Department in conjunction with the Public Information Office has initiated press releases and met with affected business associations. In addition, the Parking Department will provide on-site personnel for a prudent period of time to assist patrons through the transaction process; answer any questions; and survey users to determine ease of use, acceptance, and proposed improvements.

Moreover, a progressive enforcement strategy is implemented by initially providing on-site personnel with a lenient enforcement policy that will progress to warnings and graduate to citation issuance thereafter. Each area will be independently evaluated for progress on patron/merchant education and acceptance. Areas needing additional time for on-site personnel, business outreach, or any other unforeseen issue will not progress to the next facility until all outstanding issues are resolved.

If you have any questions or need any additional information, please feel free to contact Saul Frances, Parking Director at (305) 673-7000, extension 6483 or me at extension 6637.

C: Murray Dubbin, City Attorney  
Christina M. Cuervo, Assistant City Manager  
Robert C. Middaugh, Assistant City Manager  
Ramiro Inguanzo, Chief of Staff  
Saul Frances, Parking Director  
Chester Escobar, Assistant Parking Director/On-Street

  
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